

## WHAT IS CLAIMED IS:

1. A method for charging advertising fees, comprising the steps of:

(a) broadcasting an advertisement for a sponsor in a broadcast, wherein the broadcast includes an identifier that uniquely identifies the advertisement and at least one of the sponsor of the advertisement and a product advertised in the advertisement;

(b) receiving a quantity of electronic indications from persons who observe the advertisement, wherein the indications indicate interest in the product, and wherein the indications reference the identifier; and

(c) charging the sponsor a fee for broadcasting the advertisement, wherein the fee is based on the quantity of indications that are received.

2. The method of claim 1, wherein the identifier identifies a time at which and a channel on which the advertisement was broadcast.

3. The method of claim 1, wherein the step of receiving electronic indications comprises receiving one of wireless messages requesting more information about the product and wireless messages requesting to purchase the product.

4. The method of claim 1, wherein the step of receiving electronic indications comprises receiving downloads of the identifiers at a central hub.

5. The method of claim 1, wherein the step of broadcasting comprises broadcasting from at least one satellite.

6. A method for evaluating the effectiveness of two broadcast advertisements comprising the steps of:

(a) broadcasting a first advertisement including a first identifier;

(b) receiving a first quantity of electronic indications from persons who observe the first advertisement, wherein the first quantity of electronic indications indicate interest in the first advertisement, and wherein the first quantity of electronic indications reference the first identifier;

(c) broadcasting a second advertisement including a second identifier;

(d) receiving a second quantity of electronic indications from persons who observe the second advertisement, wherein the second quantity of electronic indications indicate interest in the second advertisement, and wherein the second quantity of electronic indications reference the second identifier; and

(e) comparing the first quantity with the second quantity.

7. The method of claim 6, wherein the first advertisement and the second advertisement are the same, and wherein the step of broadcasting the first advertisement occurs at a different time of day than the step of broadcasting the second advertisement.

8. The method of claim 6, wherein the first advertisement and the second advertisement are the same, and wherein the step of broadcasting the first advertisement occurs on a different channel than the step of broadcasting the second advertisement.

9. The method of claim 6, wherein the first advertisement and the second advertisement are different, wherein the first advertisement is broadcast at a particular time of day and on a certain channel, and wherein the second advertisement is broadcast at the particular time of day and on the certain channel.

10. The method of claim 6, wherein the step of broadcasting a first advertisement and the step of broadcasting a second advertisement comprise broadcasting from at least one satellite.

11. A method for charging advertising fees comprising the steps of:

- (a) broadcasting an advertisement of a sponsor;
- (b) broadcasting a unique program identifier with the advertisement;
- (c) recording the unique program identifier in memory devices in response to users' indicating interest in the advertisement;
- (d) downloading the unique program identifier from the memory devices to a central hub; and
- (e) charging the sponsor for each unique program identifier that is downloaded.

12. The method of claim 11, wherein step (d) comprises downloading the unique program identifier from an embedded memory device to a portable device via one of a wireless and a temporary wired connection and employing the portable device to effect the downloading.

13. The method of claim 12, wherein the portable device is a personal digital assistant.

14. The method of claim 12, wherein the wireless link is one of an infrared link and a radio frequency link.

15. The method of claim 11, further comprising the steps of:

- presenting a second advertisement of the sponsor on the central hub;
- receiving click-through commands from users to activate the second advertisement;
- launching an order screen of the second advertisement that presents a product for sale;
- passing the unique program identifier to the order screen;
- accepting an order for the product and associating the order with the unique program identifier; and

charging the sponsor a commission on the order.

16. The method of claim 11, further comprising the steps of:

presenting a second advertisement of a second sponsor on the web site;

receiving click-through commands from users to activate the second advertisement;

launching an order screen of the second advertisement that presents a product for sale;

passing the unique program identifier to the order screen;

accepting an order for the product and associating the order with the unique program identifier; and

charging the second sponsor a commission on the order.

17. The method of claim 11, wherein the step of broadcasting an

advertisement and the step of broadcasting a unique program identifier comprise broadcasting from at least one satellite.

18. A method for charging advertising fees comprising the steps of:

(a) broadcasting an advertisement associated with a plurality of sponsors;

(b) broadcasting a unique program identifier with the advertisement;

(c) receiving a wireless order message to buy a product of a sponsor of the plurality of sponsors, wherein the wireless order message references the unique program identifier; and

(d) charging the sponsor a fee for the wireless order message received to buy the product of the sponsor.

19. The method of claim 18, wherein the step of broadcasting an

advertisement and the step of broadcasting a unique program identifier comprise broadcasting from at least one satellite.

20. A system for providing radio listener feedback, comprising:

(a) a radio comprising a select button, wherein activation of the select button causes a program identifier associated with a segment of radio broadcast programming to be recorded;

(b) a central hub storing, or having links to, information associated with the program identifier; and

(c) means for communicating a recorded program identifier to the central hub and for obtaining the information associated with the program identifier.

21. The system of claim 20, wherein program identifier identifies at least one of a programming segment, an advertisement, a described piece of merchandise, and feedback.

22. The system of claim 20, wherein the program identifier is recorded on a media link.

23. The system of 20, wherein the program identifier is transmitted via at least one of a high and low power wireless transmitter.

24. The system of claim 20, wherein the means for communicating comprises an electronic network.

25. The system of claim 20, wherein the radio broadcast programming is broadcast from at least one satellite.

26. The system of claim 25, further comprising terrestrial repeaters.

27. The system of claim 20, wherein the central hub is an electronic World Wide Web web site.

28. A system for effecting mobile commerce in a digital radio broadcasting system, comprising:

- (a) at least one content provider;
  - (b) means for broadcasting the content;
  - (c) a plurality of radios, of which at least one radio is configured to receive and play the content broadcast from the at least one satellite,
- wherein the content is separated into segments and each segment is assigned a program identifier.

29. The system of claim 28, wherein the means for broadcasting comprises at least one satellite.

30. The system of claim 28, wherein the means for broadcasting comprises at least two satellites.

31. The system of claim 28, wherein the at least one radio is operable to play or display detail information associated with at least one content segment.

32. The system of claim 28, wherein the at least one radio includes a select button.

33. The system of claim 32, wherein upon activation of the select button, the program identifier is stored.

34. The system of claim 33, wherein the program identifier is stored in at least one of non-removable memory and a media link.

35. The system of claim 32, wherein activation of the select button causes the program identifier to be transmitted via a wireless network.

36. The system of claim 28, wherein the at least one radio comprises a scroll button.

37. The system of claim 36, wherein activation of the scroll button causes a series of program identifiers to be displayed on a display of the at least one radio.

38. The system of claim 28, wherein the at least one radio is in communication with a high power wireless transmitter.

39. The system of claim 28, wherein the at least one radio displays the program identifier.

40. A system for implementing mobile commerce in a digital radio broadcasting system, comprising:

(a) a radio configured to receive a digital radio broadcast, the digital radio broadcast comprising a plurality of program segments each including a program identifier;

(b) a media link that records at least one of the program identifiers;

(c) a central hub, reachable via an electronic network, that receives the at least one program identifier recorded on the media link; and

(d) a computer that is connected to the electronic network and that receives information that is associated with the program identifier from the central hub.

41. The system of claim 40, further comprises at least one satellite operable to broadcast the digital radio broadcast.

42. The system of claim 40, wherein the radio comprises a select button and the activation of the select button causes a program identifier to be recorded on the media link.

43. The system of claim 40, wherein the media link is temporarily physically connected with the radio.

44. The system of claim 40, wherein the radio comprises a low power transmitter.

45. The system of claim 40, wherein the media link records the at least one program identifier via the low power transmitter.

46. The system of claim 40, wherein the radio comprises non-removable memory that stores a listing of program identifiers.

47. The system of claim 46, wherein the radio further comprises a scroll button which, when activated, causes the program identifiers in the listing to be successively displayed.

48. The system of claim 40, wherein the program identifier identifies at least one of a content segment, an advertisement, a described piece of merchandise, and feedback.

49. The system of claim 40, wherein the computer is located at a user's residence.

50. The system of claim 40, wherein the computer is located at a kiosk.

51. The system of claim 40, wherein the computer is portable and is operable with the internet via a wireless connection.

52. The system of claim 40, wherein the computer is mountable in an automobile, is removable therefrom and is connectable to a wired network.



53. The system of claim 40, wherein the radio is in communication with at least one of a high power transmitter and global positioning system equipment.

54. A system for providing radio listener feedback, comprising:

(a) a radio configured to receive a digital radio broadcast, the digital radio broadcast comprising a plurality of program segments each including a program identifier; and

(b) a high power wireless transmitter operable to receive at least one of the program identifiers and further operable to transmit at least one program identifier to a central hub at which or via which information that is associated with the at least one program identifier is available.

55. The system of claim 54, wherein the digital radio broadcast is broadcast from at least one satellite.

56. The system of claim 54, wherein the at least one program identifier identifies at least one of a content segment, an advertisement, a described piece of merchandise, and feedback.

57. The system of claim 54, wherein the radio comprises a program identifier select button.

58. The system of claim 54, wherein the high power wireless transmitter is comprised of a wireless transceiver.

59. The system of claim 54, wherein the radio comprises a voice recognition system operable to select at least one program identifier.

60. The system of claim 54, wherein the radio comprises a display that displays at least a portion of the information available at or via the central hub.

61. The system of claim 54, wherein the system further comprises global positioning system equipment.

62. The system of claim 54, wherein memory in the radio stores a plurality of program identifiers.

63. The system of claim 54, wherein the central hub is an electronic commerce World Wide Web web site.

64. A system for receiving radio listener feedback in a satellite broadcasting system, comprising:

(a) a radio configured to receive a digital radio broadcast from the satellite, the digital radio broadcast comprising a plurality of program segments each including a program identifier; and

(b) a high power wireless transmitter operable to receive at least one of the program identifiers and further operable to transmit at least one program identifier to a central hub.

65. The system of claim 64, wherein the program identifier is representative of at least one of a vote and a sweepstakes entry.

66. A system for effecting mobile commerce in a satellite radio broadcasting system, comprising:

(a) at least one content provider;

(b) at least one satellite broadcasting the content; and

(c) a plurality of radios, of which at least one radio is configured to receive and play the content broadcast from the at least one satellite and further being configured to support printing,

wherein the content is separated into segments and each segment is assigned a program identifier and the at least one radio is operable to print information related to the segments.

67. The system of claim 66, wherein the at least one radio is in communication with a printer port.

68. The system of claim 66, wherein the at least one radio is in communication with a printer.

69. The system of claim 68, wherein the printer is one of a dot matrix printer, an ink jet printer, a bubble jet printer and a thermal head printer.

70. The system of claim 66, wherein the information comprises the program identifier.

71. The system of claim 66, wherein the information comprises at least one of a coupon and a machine-readable bar code.

72. The system of claim 66, wherein the at least one satellite is two satellites transmitting substantially the same content.